MULTIMEDIA **UNIVERSITY**

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FINAL EXAMINATION

TRIMESTER 3, 2017/2018

DBS5028 – E-COMMERCE
(For Diploma students only)

4 June 2018
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **7 pages**.

2. Answer **ALL** questions in **Section A** on the **OMR sheet**.

3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

Section A: 40 Multiple Choice Questions (40 marks)
Instruction: Shade your answers on the OMR sheet.

1) Which of the following explains e-commerce?
   A. A set of activities that a company performs in order to deliver a valuable product or service for the market.
   B. The organisation and coordination of the activities of a business to achieve defined objectives.
   C. The process of buying, selling, or exchanging products, services, or information over the Internet.
   D. A type of business that focuses on the exchange of products and services in the physical world.

2) Which of the following is an example of partial e-commerce?
   A. Downloading a paid game on App Store.
   B. Buying an e-book on MPH online bookstore.
   C. Buying Samsung Galaxy Tab S3 on Shopee.
   D. Subscribing to pop music on Spotify.

3) Companies that sell directly to consumers over the Internet without maintaining a physical sales channel are known as _____ organisations.
   A. brick and mortar
   B. pure play
   C. old economy
   D. click and mortar

4) Which of the following is an example of a click and mortar organisation?
   A. Lazada
   B. Shopee
   C. Tesco
   D. 11street

5) Digi is Malaysia's leading telecommunications service provider that implements _____ e-commerce.
   A. government-to-citizen
   B. business-to-consumer
   C. consumer-to-business
   D. consumer-to-consumer

6) Which of the following is a factor of e-commerce growth?
   A. Customisation
   B. Efficient transactions
   C. Global reach
   D. All of the above

7) What is a benefit of e-commerce to businesses?
   A. Lack of trust prevents customers from buying.
   B. Lower cost of information processing, storage, and distribution.
   C. Limited operating hours enables cost savings.
   D. Increase cases of online fraud.

Continued...

8) All of the following are digital goods **EXCEPT** _____.
   A. Internet radio
   B. e-book
   C. digital camera
   D. Wikipedia article

9) AirAsia sells flight tickets directly to customers on its website. This is an example of _____.
   A. intermediary
   B. disintermediation
   C. infomediary
   D. reintermediation

10) Which of the following describes an e-mall?
   A. A website that serves as the single point of access for information.
   B. A single company's website where products or services are sold.
   C. An auction site in which many sellers entertain bids from many buyers.
   D. A website in which a number of different companies advertise and sell their products.

11) All of the following are benefits of e-catalogs **EXCEPT** _____.
   A. provide search and comparison capabilities
   B. easy to update product information
   C. limit the number of products presentation
   D. no printing and distribution costs

12) Which of the following describes forward e-auction?
   A. An auction in which bidders increase price sequentially, and the highest bidder wins.
   B. An auction in which there is one buyer and many potential sellers, and the lowest bid wins.
   C. An auction in which multiple buyers' bidding prices are matched with multiple sellers.
   D. A formal auction in which participants pay a nonrefundable small fee for each bid, and bid level changes by small increments.

13) An online marketplace in which an intermediary arranges swap transactions is known as _____.
   A. auction
   B. directory
   C. bartering exchange
   D. web portal

14) Facebook, Twitter, and Instagram are examples of _____.
   A. gender communities
   B. social networking sites
   C. virtual worlds
   D. retail stores

15) What could be a disadvantage of online retailing?
    A. Trust and security concern.
    B. Expand into global markets.
    C. Target an extremely focused market segment.
    D. Tap into a whole new customer base.

16) Which of the following describes multichannel business model?
    A. Retailers who sell in multiple "channels" such as radios and TVs.
    B. Retailers who sell multiple product categories.
    C. Retailers who sell in multiple "channels" such as physical and online stores.
    D. Retailers who buy from multiple suppliers.

17) All of the following are examples of direct marketing by manufacturers in e-commerce **EXCEPT** _____.
    A. Dell
    B. Nike
    C. Samsung
    D. Taobao

18) What is the benefit of being a member of an online private shopping club?
    A. Redeem points and rewards.
    B. Get invitations to private sales.
    C. Buy goods at large discounts.
    D. All of the above.

19) A(n) _____ takes orders online and provides deliveries on a daily or other regular schedule or within a very short period of time.
    A. e-grocer
    B. e-government
    C. shopbot
    D. intelligent agent

20) All of the following are examples of B2C e-commerce **EXCEPT** _____.
    A. https://www.malaysia.gov.my
    B. http://www.11street.my/
    C. https://www.lelong.com.my/
    D. https://www.amazon.com/

21) E-government category that includes activities and services between government units and their workers is known as _____.
    A. G2C
    B. G2E
    C. G2B
    D. G2U

Continued...

22) Which of the following **BEST** describes m-government?
    A. E-government category that includes activities within government units and those between governments.
    B. Government makes use of Web 2.0 technologies to interact with citizens and provide government services.
    C. The wireless implementation of e-government mostly to citizens but also to businesses.
    D. Government that changes upon e-voting.

23) Which of the following describes e-learning?
    A. A university from which students take classes from home or other offsite locations.
    B. Learning, training, and knowledge sharing in university by using a formal representative.
    C. The online delivery of information for purposes of education, training, or knowledge management.
    D. Formal education that takes place off campus but not through online resources.

24) All of the following are drivers of e-learning **EXCEPT**_____.
    A. Internet
    B. virtual universities
    C. e-books
    D. copyrights

25) What is an example of a learning management system in Multimedia University?
    A. CaMSys
    B. MMLS
    C. MMU website
    D. MMU online portal

26) All of the following are examples of C2C e-commerce **EXCEPT**_____.
    A. eBay
    B. Taobao
    C. Zalora
    D. Amazon

27) All of the following are attributes of m-commerce **EXCEPT** _____.
    A. ubiquity
    B. convenience
    C. universal
    D. interactivity

28) Computing that connects a mobile device to a network or another computing device, anytime, anywhere refers to _____.
    A. smartphone
    B. wireless mobile computing
    C. global positioning system
    D. wireless application protocol

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29) Fattah receives a message from DigiRewards on his smartphone about great deals from Baskin Robins and Kenny Rogers Roaster. The service that allows the sending and receiving of short text messages on mobile phones is called _____.
    A. SMS
    B. WAN
    C. MMS
    D. GPS

30) _____ is any type of leisure activity that uses wireless telecommunication networks, interacts with service providers, and incurs a cost upon usage.
    A. Mobile banking
    B. Mobile enterprise
    C. Mobile workforce
    D. Mobile entertainment

31) What are the major types of mobile entertainment?
    A. Mobile enterprise, mobile workers, and mobile workforce.
    B. Mobile music, video, and gaming.
    C. Mobile banking, mobile stock trading, and mobile real estate.
    D. All of the above.

32) All of the following are limitations of location-based service **EXCEPT** _____.
    A. limited network bandwidth
    B. inaccuracy of the device
    C. weight of the device
    D. invasion of privacy

33) Which of the following describes radio frequency identification (RFID)?
    A. An electricity network managed by using digital technology.
    B. A computer system capable of storing, sharing, and displaying geographically referenced information.
    C. A short-range radio frequency communication technology for remotely storing and retrieving data.
    D. A worldwide satellite-based tracking system that enables users to determine their position anywhere on the earth.

34) What are the potential benefits of social commerce to customers?
    i.   Get free advertisement
    ii.   Pay less for products and services
    iii. Increase traffic to site, increase sales and profit
    iv.   Get engaged and connected with retailers

    A. i and ii
    B. iii and iv
    C. i and iii
    D. ii and iv

Continued...

35) The online platforms and tools that people use to share opinions, experiences, insights, perceptions, and various media, including photos, videos, and music, with each other is termed as _____.
    A. social media
    B. social marketing
    C. social capital
    D. social graph

36) Which of the following is social commerce application?
    A. E-learning
    B. M-commerce
    C. L-commerce
    D. All of the above

37) All of the following are included in the dimension of social media marketing **EXCEPT** _____.
    A. Facebook commerce
    B. video marketing
    C. ratings and reviews
    D. recruiting and training

38) Which of the following **BEST** describes social shopping in e-commerce?
    A. Shoppers' friends become involved in the shopping experience.
    B. End users create various kinds of media content that are publicly available.
    C. The act of outsourcing tasks to an undefined, large group of people or community.
    D. Word-of-mouth method by which customers promote a product or service by telling others about it.

39) What is an example of business-oriented social networks?
    A. Yammer
    B. Pinterest
    C. YouTube
    D. iGoogle

40) Which of the following categories of virtual world applications facilitates a channel for delivering music, games, art, and other forms of interactive content?
    A. Tourism promotion
    B. Storefronts and online sales
    C. Content creation and distribution
    D. Advertising and product demonstrations

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Section B: 4 Structured Questions (60 marks)

Instruction: Write your answers in the Answer Booklet.

Question 1

Describe **FIVE** e-commerce revenue models. List **TWO** examples of websites for each model.

[TOTAL 15 MARKS]

Question 2

a) Explain **FIVE** components of e-marketplaces.

(10 marks)

b) Buying, selling, and finding information are basic e-commerce activities. Briefly explain **FIVE** mechanisms that support these activities.

(5 marks)

[TOTAL 15 MARKS]

Question 3

a) Describe **THREE** e-commerce business models. List **TWO** examples of website for each model.

(9 marks)

b) What is e-government? Describe **FOUR** G2C examples.

(6 marks)

[TOTAL 15 MARKS]

Question 4

a) What is location-based m-commerce (L-commerce)? List **FOUR** L-commerce infrastructure and describe **THREE** examples of L-commerce services.

(7 marks)

b) What is social commerce? List **FOUR** examples of social software tools and describe **FOUR** benefits of social commerce to retailers.

(8 marks)

[TOTAL 15 MARKS]

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